

The background of the slide features a large, faint image of interlocking gears. Overlaid on the gears is a white line graph that resembles a heartbeat or an ECG, with several peaks and valleys. In the bottom left corner, there is a close-up image of two hands shaking, symbolizing a business deal or partnership.

# **Breaking Through To the Marketplace**

*...the adventure of technology commercialization...*

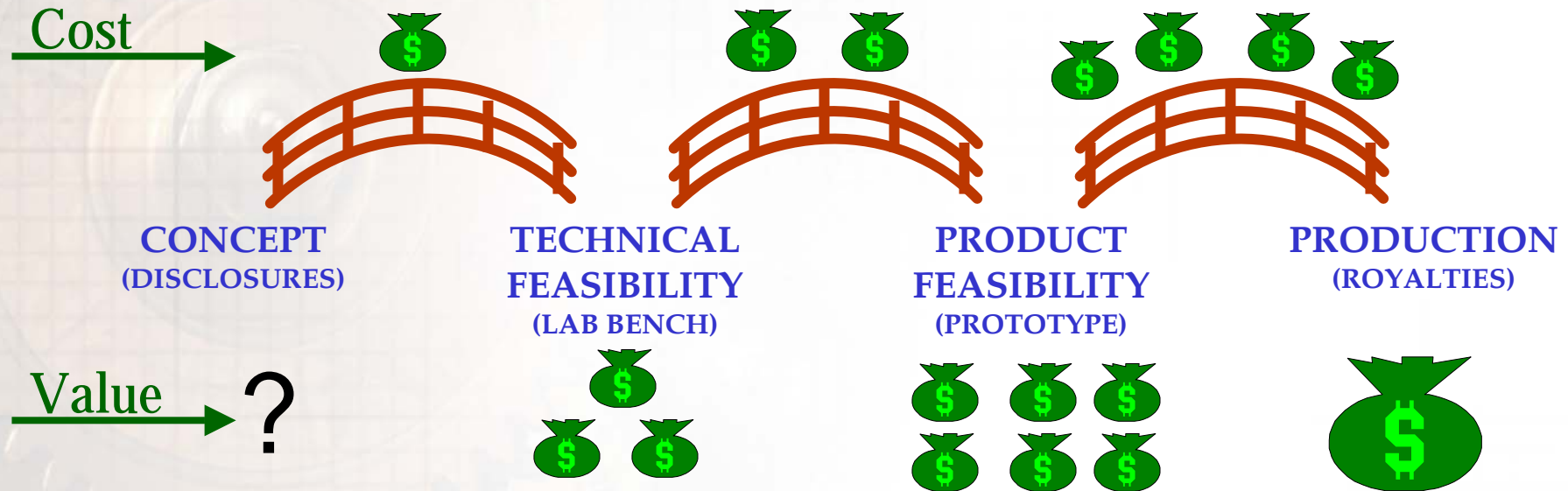
**Dr. Carmen A. Catanese**  
**Executive Vice President**

**Prince Lal**  
**Manager**

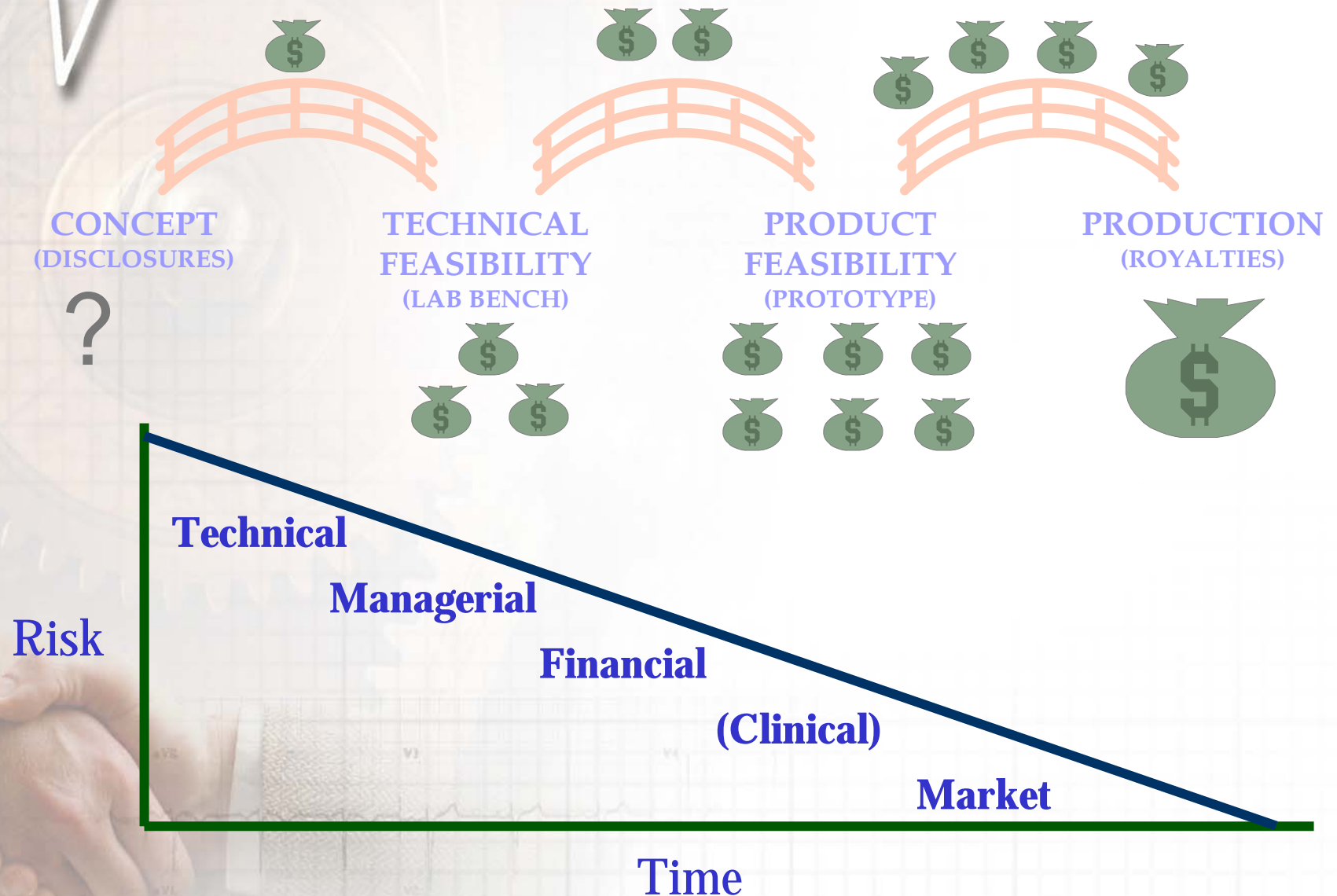
# Sarnoff's Spinoff Equity Portfolio



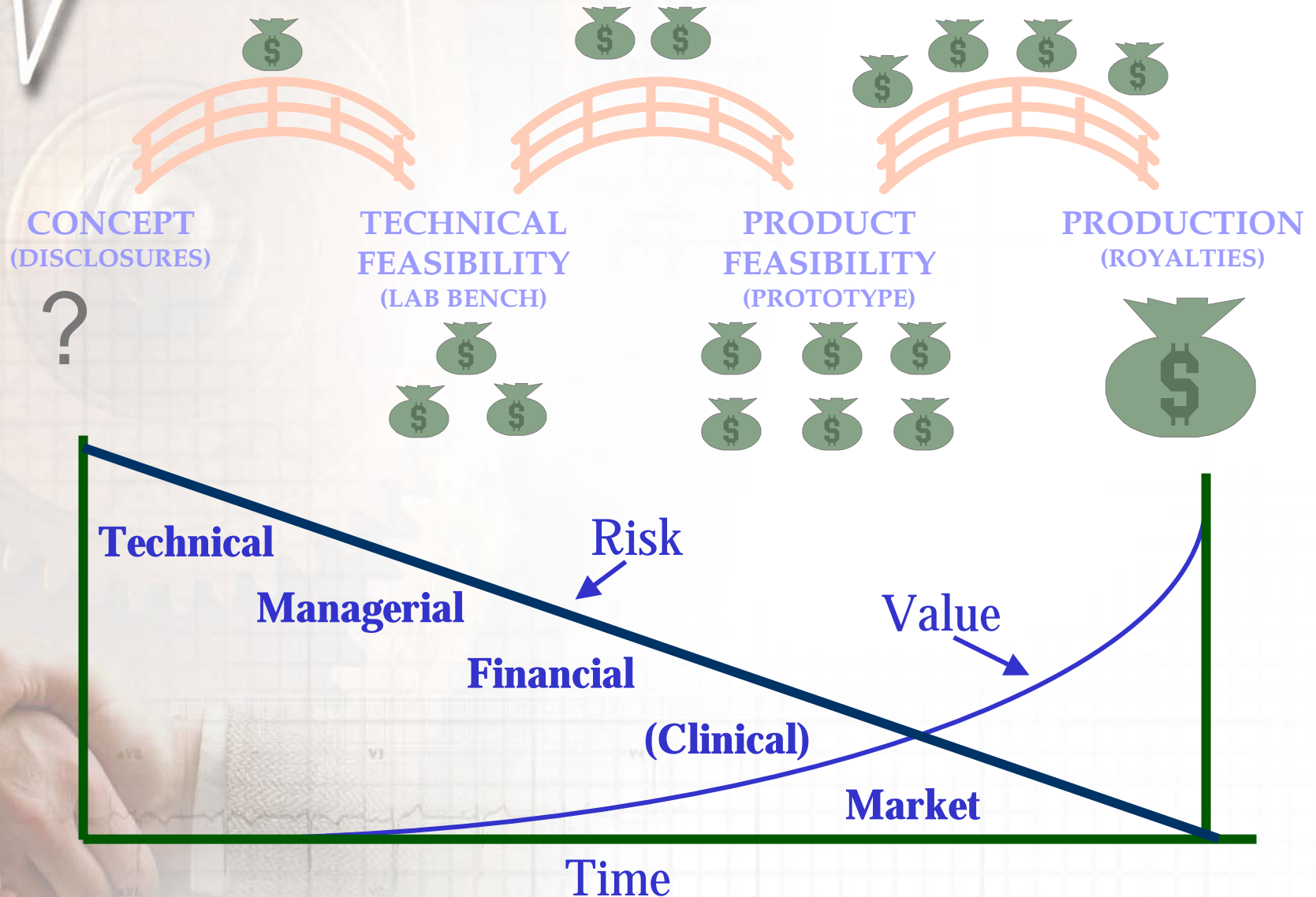
# Commercialization: The (Simplified) Process



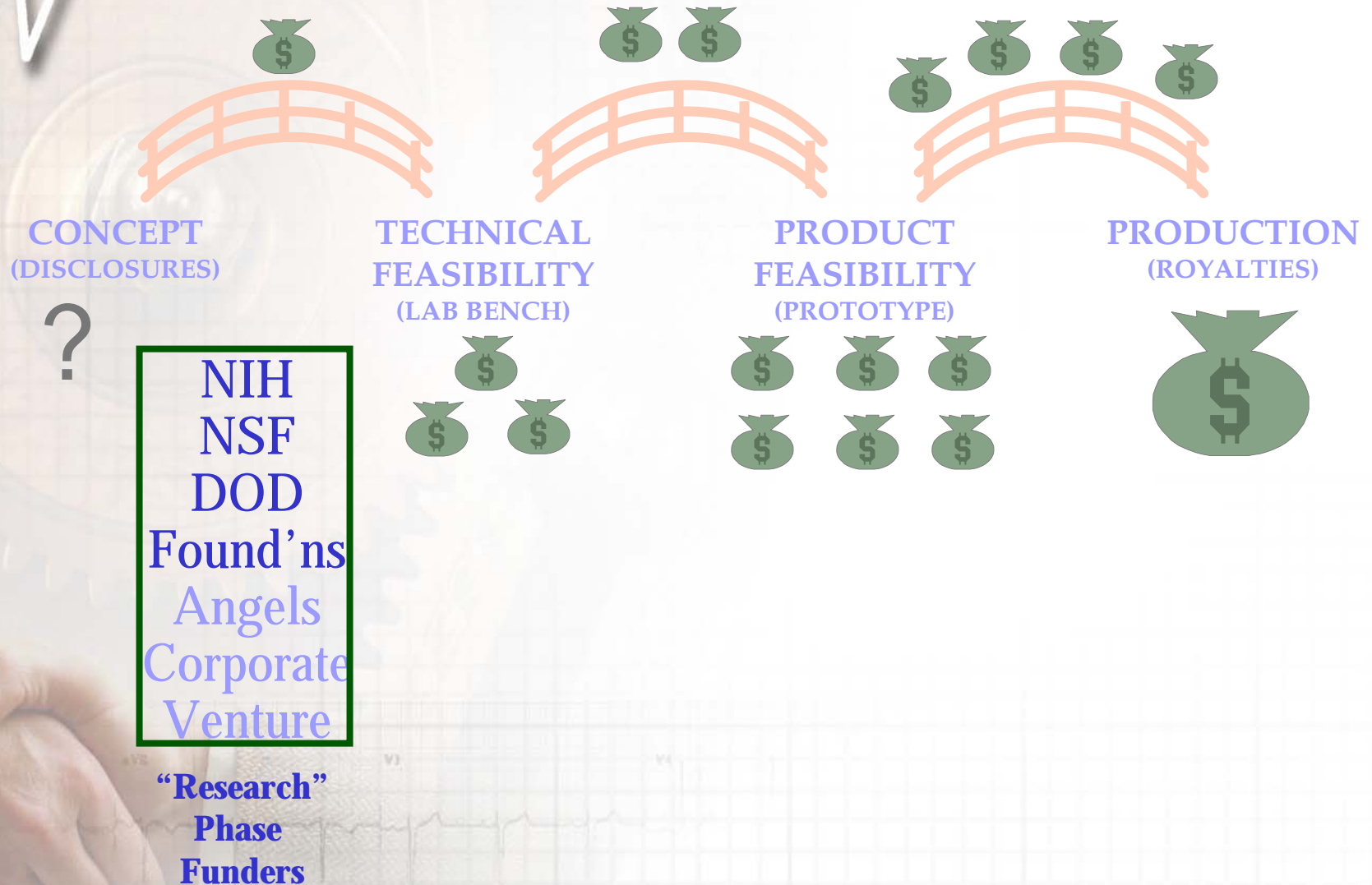
# Commercialization: The Process



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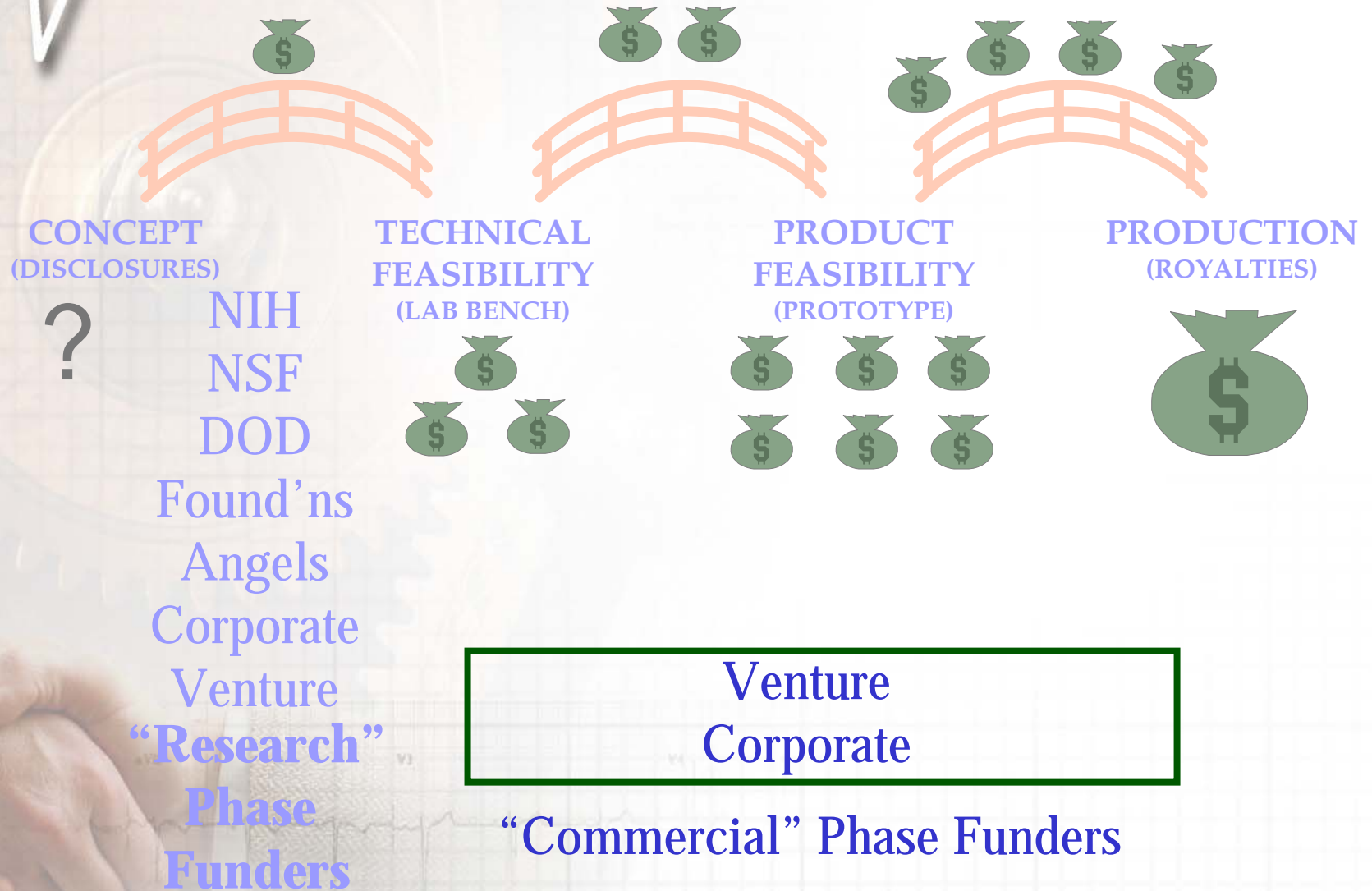


# Commercialization: The Process



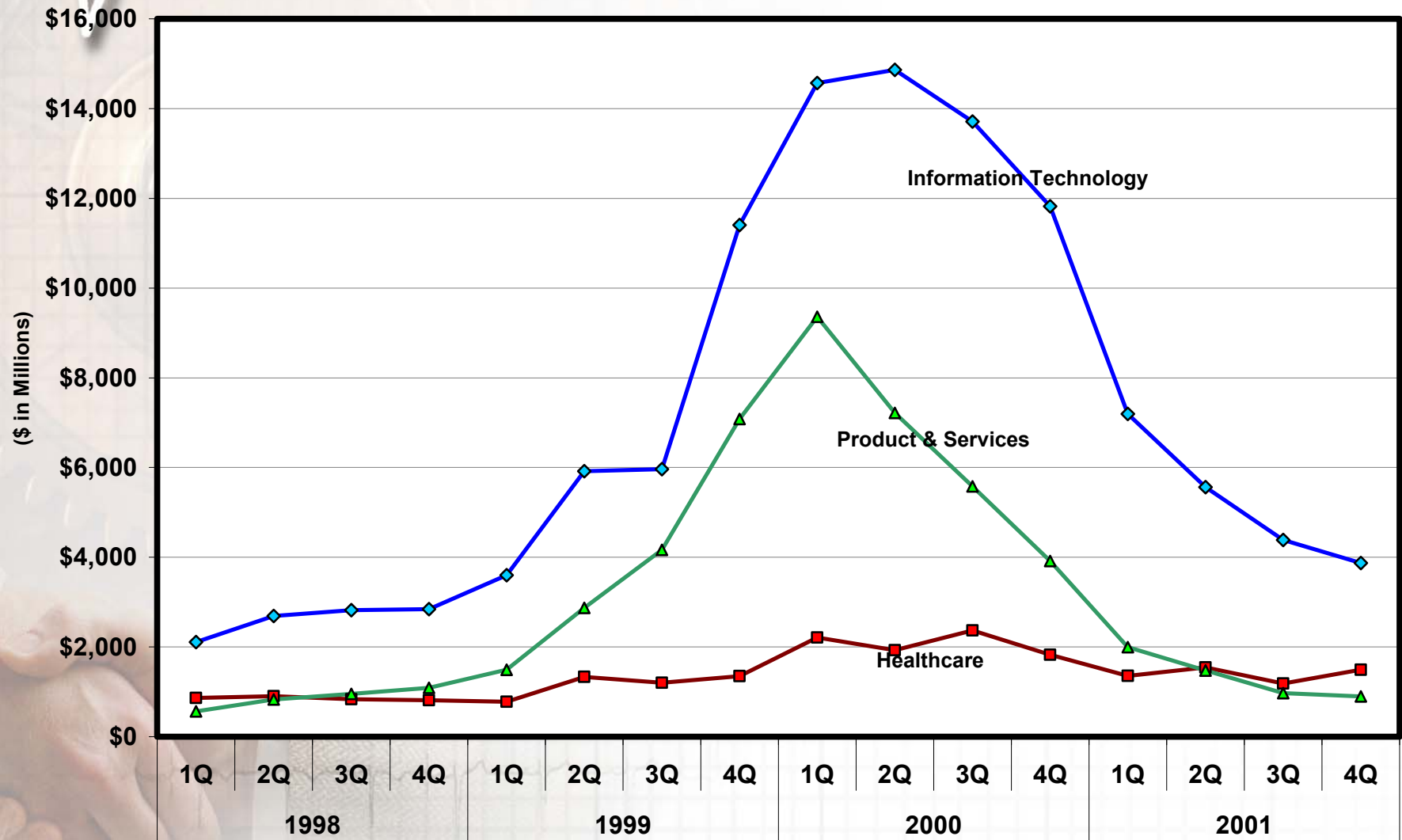


# Commercialization: The Process



# Recent Venture Funding Trends

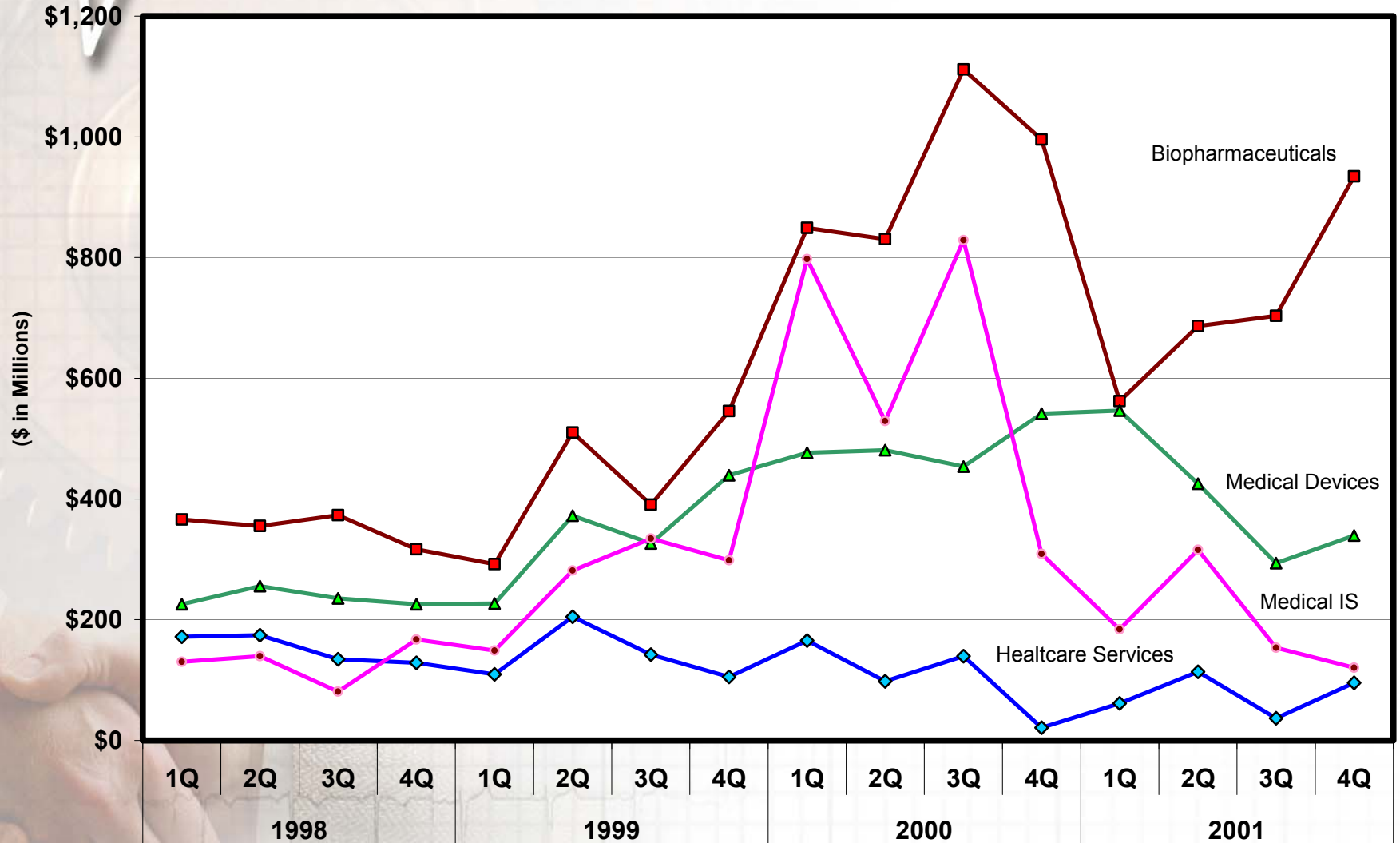
Source: VentureOne/PwC



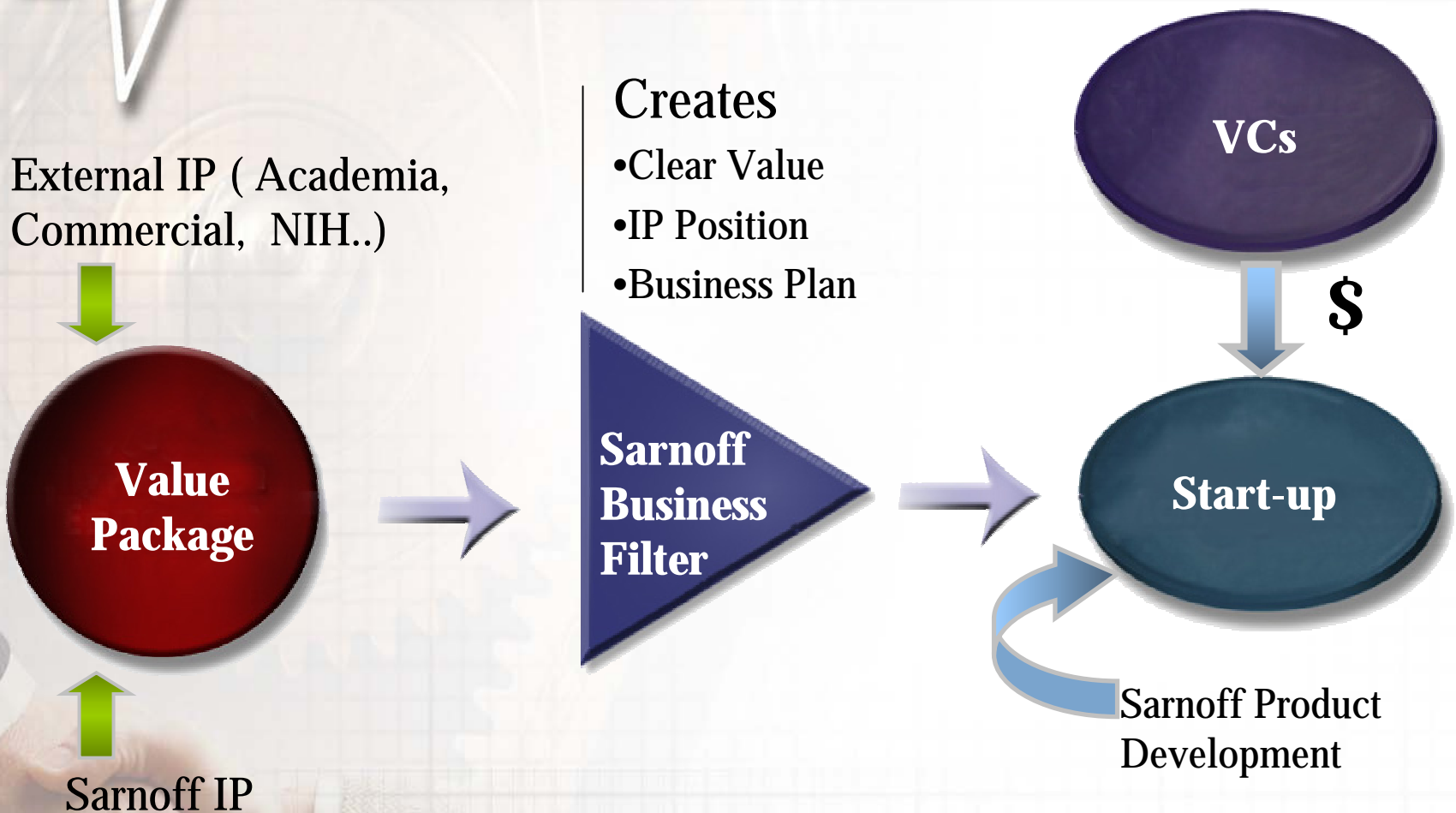


# Healthcare Funding - By Segments

Source: VentureOne/PwC



# Commercialization: The Process



# Making the Venture Case: The Business Plan

*...just what you and I would ask before plunking down our money...*

## I. How much does it cost to be successful?

- Total cost, not just the next phase: R&D, engineering, manuf'g, management, marketing, etc., to breakeven,
- Time to Market

## II How much will I make?

- Who buys it and how important is the need?
- Is the market one , a thousand or a million per year?
- What is the competition?

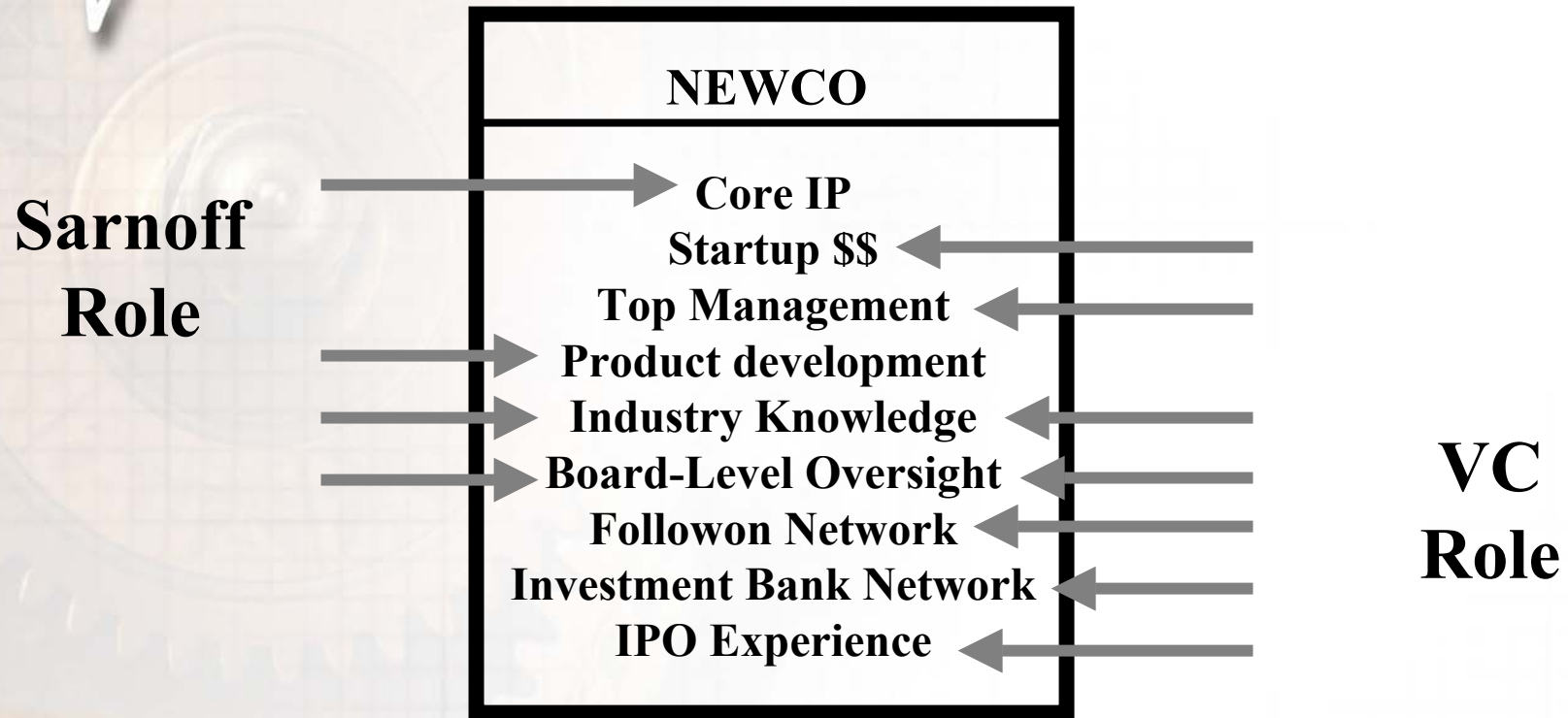
## III How much is it worth today?

- What has been demonstrated?
- Is there robust patent protection?
- What is the risk?

...comparables, comparables, comparables...

# Sarnoff's Partnership with the Venture Community

*...The venture model ideally complements our commercial strategy..*



**(In corporate deals, the partners supply most of this.)**



# **Resources**

*...getting some help...*

**Internet: VentureOne, IPO.com VC Dealwatch,**

**National Venture Capital Association: [www.nvca.com](http://www.nvca.com)**

**“Start-Up” from Windhover Info, Inc.**

**Your local, friendly VC**

**Sarnoff Corporation**